GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2746
ANSWERED ON:15.12.2015
Neera Health Drink
Antony Shri Anto ;Mullappally Shri Ramachandran

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether the Government is encouraging development, production and marketing of "Neera" a value added product from coconut tree;

(b) if so, the details thereof, along with the production of Neera, State-wise;

(c) whether the Coconut Development Board is providing assistance in this regard; and;

(d) if so, the details of such assistance and the number of beneficiaries?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

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(a) & (b): Yes, Madam. Coconut Development Board (CDB) is encouraging development, production and marketing of 'Neera' as a natural health drink.
Neera production is done on a commercial scale in Kerala only. Government of Kerala has issued the Neera Rules, 2014 and neera production is being done through 17 Coconut Producer Companies (CPCs) affiliated with CDB, with a weekly production of 43025 litres in Kerala. As per CDB recommendations, production of Neera is to be done by Farmer Producer Organizations, neera production through Coconut Producer Societies (CPSs) under the strict supervision of the Coconut Producer Federations (CPFs) and processing, packing, branding and marketing to be done by the Coconut Producer Company (CPC). The status of CPS, CPF and CPC registered with Board from the four major coconut growing states are given at Annexure-I.
(c) & (d): CDB is providing financial assistance to an extent of 25% of capital cost as back ended credit linked subsidy for a maximum of Rs 50.00 lakhs per project for establishing neera processing plants under the scheme Technology Mission on Coconut (TMOC).

Three Coconut Producers Companies CPCs and One Coconut Producer Federation (CPF) in Kerala have established neera processing plants with a total project cost of Rs 8.03 Crores and CDB has released an amount of Rs 0.86 Crores under TMOC. Details are at Annexure-II.